

SOUTHWEST AIRLINES CO
 Form 4
 November 05, 2013

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Van de Ven Michael G

2. Issuer Name and Ticker or Trading Symbol
 SOUTHWEST AIRLINES CO
 [LUV]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction
 (Month/Day/Year)
 11/01/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP & Chief Operating Officer

SOUTHWEST AIRLINES
 CO., 2702 LOVE FIELD DRIVE
 (Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

DALLAS, TX 75235-1908

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	11/01/2013		S			5,300	D	\$ 17.36	367,823	D	
Common Stock	11/01/2013		S			1,100	D	\$ 17.361	366,723	D	
Common Stock	11/01/2013		S			5,000	D	\$ 17.362	361,723	D	
Common Stock	11/01/2013		S			1,900	D	\$ 17.365	359,823	D	
Common Stock	11/01/2013		S			100	D	\$ 17.368	359,723	D	

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Common Stock	11/01/2013	S	6,900	D	\$ 17.37	352,823	D
Common Stock	11/01/2013	S	1,300	D	\$ 17.371	351,523	D
Common Stock	11/01/2013	S	1,700	D	\$ 17.372	349,823	D
Common Stock	11/01/2013	S	2,724	D	\$ 17.375	347,099	D
Common Stock	11/01/2013	S	2,400	D	\$ 17.38	344,699	D
Common Stock	11/01/2013	S	300	D	\$ 17.381	344,399	D
Common Stock	11/01/2013	S	2,000	D	\$ 17.382	342,399	D
Common Stock	11/01/2013	S	3,400	D	\$ 17.383	338,999	D
Common Stock	11/01/2013	S	233	D	\$ 17.384	338,766	D
Common Stock	11/01/2013	S	1,550	D	\$ 17.385	337,216	D
Common Stock	11/01/2013	S	2,001	D	\$ 17.39	335,215	D
Common Stock	11/01/2013	S	600	D	\$ 17.391	334,615	D
Common Stock	11/01/2013	S	600	D	\$ 17.392	334,015	D
Common Stock	11/01/2013	S	100	D	\$ 17.3925	333,915	D
Common Stock	11/01/2013	S	6,100	D	\$ 17.395	327,815	D
Common Stock	11/01/2013	S	15,879	D	\$ 17.4	311,936	D
Common Stock	11/01/2013	S	1,500	D	\$ 17.401	310,436	D
Common Stock	11/01/2013	S	3,200	D	\$ 17.402	307,236	D
Common Stock	11/01/2013	S	200	D	\$ 17.403	307,036	D
Common Stock	11/01/2013	S	6,500	D	\$ 17.405	300,536	D
	11/01/2013	S	10,909	D	\$ 17.41	289,627	D

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Common Stock								
Common Stock	11/01/2013		S	400	D	\$ 17.4107	289,227	D
Common Stock	11/01/2013		S	1,500	D	\$ 17.411	287,727	D
Common Stock	11/01/2013		S	4,600	D	\$ 17.412	283,127	D
Common Stock	11/01/2013		S	300	D	\$ 17.4125	282,827	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V (A) (D)				

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Van de Ven Michael G SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908			EVP & Chief Operating Officer	

Signatures

/s/ Marilyn R. Post, on behalf of and as attorney-in-fact for Michael G. Van de Ven

11/05/2013

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Remarks:

Remarks: Form Two of Three

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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